

Analyze The Top Market Player

1. Perform full research on their target market and avatar

2. What are the reasons their customers decide to buy?

<Testimonial> <Authority> <Credibility> <WIIFM Method>

3. How are they getting attention?

Instagram, Facebook, and Podcast

4. How are they monetizing their attention?

They have courses so what they do is they upload YouTube, podcast, and Facebook videos providing beneficial value to grab their attention, so they can send them to the purchase

5. What is this brand doing better than anyone else?

Lead Magnet, free sauces during the podcast

6. What mistakes (if any) are they making?

Not using the copywriting fundamentals

7. What can other brands in the market do to win?

- Act different and use persuasive words
- Understand Your Audience